

MULTNOMAH COUNTY MASTER GARDENER™ ASSOCIATION

CROSS PROMOTION AND PUBLICITY POLICY

FINAL APPROVAL/ADOPTED: 2021.09.28 (September 28,2021)

PURPOSE: To create guidelines for the MCMGA to use when determining if it is appropriate to promote and publicize other non-profit organizations' events and activities. This policy requests a reciprocating agreement from the organization requesting publicity.

PROCEDURES

MCMGA Mission: *Growing, Educating and Connecting Communities.* We share research-based knowledge with the public to promote sustainable gardening practices. Our work supports and enhances the Oregon State University Extension Master Gardener Program.

Organizations for consideration: Non-profits, non-religious affiliated, government/publicly-funded organizations, and small for-profit, grass-roots organizations whose missions align with that of the MCMGA. That is, education and outreach focusing on providing reliable information about sustainable gardening practices. Preference should be given to organizations that actively support historically marginalized communities.

MCMGA Promotional Channels currently available:

- Announcement at a monthly Speaker Series
- Article or calendar listing in the monthly association eNews
- Sharing a post or creating a post on the MCMG Facebook page
- Adding a link on the MCMG web site
- Announcement in Association email communications, at meetings or other Chapter events.

MCMGA requests the following reciprocating publicity as practical:

- Promote our monthly Speaker Series through organization's website, social media, newsletter or event calendar
- Promote our annual plant sale fundraiser through organization's website, social media, newsletter or event calendar
- Promote additional educational events throughout the year through organization's website, social media, newsletter or event calendar

Outside organization's marketing requests will be directed to the Communications Director. The Communications Director will evaluate the request using the DEI Toolkit. If the request meets the basic requirements for reciprocal requests, the Communications Director will approve the request.

Once approved, the Communications Director will share our annual event schedule with partner organizations for the current calendar year. The Communications Director will also ensure that the partner event is promoted through existing MCMGA channels.

The Communications Director will review partnership organizations annually.

In order to ensure quality, the Communications Director needs the following info to proceed:

- MCMGA original member contact name, (if applicable)
- org name, contact person, email address, website and phone number